

# NEWS

AMERICAN ADVERTISING FEDERATION

For Immediate Release      Contact: Julie Dolan      (202) 898-0089

## AMERICAN ADVERTISING FEDERATION SUPPORTS TOBACCO INDUSTRY INITIATIVE

DECEMBER 12, 1990, Washington, D.C. -- The American Advertising Federation, the nationwide association representing advertisers, advertising agencies, media companies, advertising professionals and students, endorses The Tobacco Institute's comprehensive program to discourage cigarette consumption by minors announced yesterday.

AAF president Howard Bell stated, "The tobacco industry has undertaken a positive, and commendable, effort to address the problem of cigarette usage by minors. The reactionary criticism by special interest groups is to be expected and tolerated. However, what the tobacco industry has done is to confront this emotional issue where it will be effective by limiting minors' access to cigarettes."

Yesterday, the Tobacco Institute announced a broad-based marketing, legislative and educational effort to discourage youth smoking. The national program will assist retailers' enforcement of state laws prohibiting tobacco sales to minors; industry

- more -

Headquarters  
1400 K Street N.W., Suite 1000  
Washington, D.C. 20005  
(202) 898-0089 FAX: (202) 898-0159



Western Region Office  
251 Post Street, Suite 302  
San Francisco, CA 94108  
(415) 421-6867 FAX: (415) 421-0512

**TIMN 0164425**

## AAF Supports Tobacco Initiative/2

support of new state laws setting the minimum age of 18 for cigarette sales; supervision of cigarette vending machines; strict limitations on product sample distributions; mandatory restrictions on outdoor advertising; and tobacco-specific educational materials promoted through a multi-million dollar advertising campaign.

"Because of the targeted and direct approach that the tobacco industry is taking with this program, it will impact youth smoking. This summer we testified against what was misguided and ultimately ineffectual legislation that would have restricted the content of all tobacco marketing and advertising. It is all the more appropriate to have the tobacco industry set into motion a program that will be effective because it addresses the problem at its source, as opposed to a gratuitous piece of legislation that will do nothing to resolve the issue."

# # #

The American Advertising Federation is the only national advertising association encompassing and representing all aspects and disciplines of the advertising industry. Headquartered in Washington, D.C., the AAF serves its 52,000 affiliate members by representing their views and concerns on public issues affecting advertising. AAF also serves to promote a better understanding of advertising among the public, in government and in education.

TIMN 0164426